



National Urban and Community Forestry Advisory Council

2007 Challenge Cost-Share Grant Program

URBAN FOREST PROJECT FUNDING OPPORTUNITY Request for Pre-Proposals

The National Urban and Community Forestry Advisory Council (Council) serves to advise the Secretary of Agriculture on the status of the nation's urban and community forests. The Council seeks to establish sustainable urban and community forests by encouraging communities of all sizes to manage and protect their natural resources for this and future generations. Through its competitive Challenge Cost-Share Grant Program, funded by the USDA Forest Service's Urban and Community Forestry Program, the Council only supports urban and community forestry projects that have national, or widespread, significance in their impact or application. A listing of the previously funded projects can be viewed at <http://www.treelink.org/nucfac/>.

Definition of Urban and Community Forestry: The art, science, and technology of managing trees, forests, and natural systems in and around cities, suburbs, and towns for the health and well-being of all people.

PROGRAM OVERVIEW

Available Funding: Approximately \$1 million in grant funds will be awarded through the 2007 Challenge Cost-Share Grant Program to fund urban and community forestry projects that have a national or widespread impact and application. Grants of any dollar amount up to the \$1 million dollar limit will be considered.

Eligible Applicants: Any non-Federal organization, operating within the United States or its territories, may apply for a Challenge Cost-Share grant. Collaboration with Federal agencies is encouraged; however, a Federal agency may not receive funding through this grant program. (Conflict of interest issues will be addressed appropriately.) Individuals are not eligible.

Matching Requirements: All grant funds must be matched at least equally (dollar for dollar) with non-Federal source funds. This match may include in-kind donations, volunteer assistance, and private and public (non-Federal) monetary contributions. All matching funds must be specifically related to the proposed project. The source of matching funds must be identified and grantees must comply with all applicable Federal regulations.

Administration: Upon Forest Service review of the Council's recommendations for funding, the selected projects will be awarded as Federal Financial Assistance grants by the USDA Forest Service Urban and Community Forestry Program and as such will be subject to the appropriate federal rules, regulations, and reporting requirements.

Application Deadlines: Pre-Proposals must be **received** (not postmarked) by September 6, 2006, and will be reviewed by November 3, 2006. Finalists who are asked to submit more detailed, full proposals will have until December 5, 2006, to do so. Full proposals will be reviewed and selections made by March 2, 2007. The USDA Forest Service will award the successful projects as Federal Financial Assistance grants no later than September 30, 2007. **NOTE:** Successful applicants will receive formal notice of their grant award from the USDA Forest Service late in the Federal fiscal year (March 2 - September 30, 2006). Consequently, grantees may not begin their projects prior to official grant award notification.

Grant Period: Grantees will be given up to three years to complete their projects. The grant period begins when grant award letters are issued by the USDA Forest Service.

Grant Writing Assistance: There are various internet sites that provide valuable grant writing tips and guidance for developing competitive grant proposals. Two in particular are the Catalog of Federal Domestic Assistance website at <http://www.cfda.gov>, select "Writing Grant Proposals"; and the TreeLink website at <http://www.treelink.org/grants/>.

Inquiries: All questions regarding the program should be directed to Suzanne M. del Villar, Executive Assistant to the Council, at (909) 585-9268 from 7:00 a.m. to 5:00 p.m. (Pacific Standard Time).

SELECTING A GRANT CATEGORY

A project may only be submitted in one category and will only be considered in the category indicated on the Pre-Proposal Cover Sheet (page 9) by the applicant.

GRANT CATEGORIES

All projects **must** have national or widespread scope and application and include a clear, national distribution or outreach plan for the findings. Local tree-planting projects, capital improvements to property of any ownership, and/or projects that have only a local impact and applicability will **not** be considered for funding. Urban and community forestry projects with a local scope of work should contact their State Urban and Community Forestry Coordinator for assistance in identifying funding alternatives at the local level. The list of State Coordinators may be found at the following website: http://www.fs.fed.us/ucf/Related_Links/UCF_State_coordinators.htm.

CATEGORY 1: Innovative Urban and Community Forestry for Minority and Underserved Populations

Priority: To develop creative and innovative partnerships that include minority organizations in a more inclusive role while partnering in urban and community forestry at the local, state, and national level.

Goal: To increase participation, through partnership by, and equitable service delivered to, people of color, people with physical or mental challenges, and others as defined in Title VI of the Civil Rights Act of 1964.

Examples include but are not limited to: Projects that are co-sponsored between an arboriculture or urban forestry related organization and an organization with a focus on minority and underserved populations; projects that partner with organizations that focus on at-risk youth with urban and community forestry with a goal to increase the job training and career preparation of the youth involved; projects that focus on cultural relationships that highlight the value of urban forestry and may share historic traditions; projects that focus on developing environmental

education programs that can be offered and administered by minority and underserved organizations to minority and underserved audiences.

NOTE: Category 1: *Innovative Urban and Community Forestry for Minority and Underserved Populations* is for proposals that will produce projects/materials focused on, and targeted to, minority and underserved populations and the urban and community forestry issues that specifically relate to these populations. The applicant can be either minority or non-minority. However, if you are a minority organization or institution (e.g. a Historically Black or Native American college or university) that seeks to do urban and community forestry work unrelated to minority populations or issues, then submit your proposal in Category 2, 3, 4, or 5 as appropriate.

CATEGORY 2: Advancing Emerging Issues: Green Infrastructure and Sustainable Urban Ecosystems

Priority: Urban forests and green infrastructure provide measurable ecosystem services to communities. These ecosystem services include clean air and water, energy conservation, recreation resources, healthier environments for children and adults, and other valuable services. New monitoring, design, evaluation, and management tools are needed to build, support, and optimize natural systems in the developed landscape. This category will support demonstration and education projects that promote green infrastructure solutions.

Goal: To advance the emerging field of green infrastructure, with an emphasis on tree canopy and restoring ecological function in urban settings. To expand the body of knowledge, demonstrate design approaches, and transfer best practices about tree canopy as a green infrastructure component to decision makers, practitioners, and the public. To further design standards and public policies that capitalize on the benefits that urban forests provide in developed landscapes.

Examples include but are not limited to: Creating user-friendly methodologies or tools for estimating the value of environmental services within a project site or across a landscape; writing books and manuals about park design, urban planning, environmental design, urban forest management, or other technical resources; creating educator resources for retrofitting schoolyards to maximize physical and mental health benefits provided by green infrastructure; developing materials that influence national standards, policies or practices promulgated by associations, federal agencies and state agencies; or engaging the public in activities and education that builds grassroots awareness and support for green infrastructure solutions.

CATEGORY 3: Innovative Urban and Community Forestry Research and/or Technology Development

Priority: Develop new knowledge about, and transfer understanding of, urban and community forest ecosystems (their components, structure and function), and their relationship with social, public health, and environmental needs. There are many gaps in the applications of research findings, thus a high priority is placed on research that has a well-defined plan for communicating the findings to the practitioners and that emphasizes partnerships/collaborations between researchers and industry professionals. Projects of an applied nature are preferred. A priority source for fundable research projects is “A Revised National Research and Technology Transfer Agenda for Urban and Community Forestry” (June 2003) located at: <http://treelink.org/nucfac/summit.pdf>

Goal: To improve our knowledge about the many components of and interactions within the urban and community forest ecosystem.

Examples include but are not limited to: Documenting use of urban trees as a tool in helping communities combat chronic diseases such as obesity, physical inactivity, diabetes, heart disease, high blood pressure, colon cancer, and skin cancer. Collaborative research is envisioned for the above research area. Valuation of urban forest ecosystem goods and services is acutely needed to quantifying benefits. Forest fragmentation, carbon sequestration and trading, and urban forest health restoration, remain to be hot issues. Urban forest relations with water and air quality, urban development, energy conservation, social benefits of trees and forests, improving tree adaptation and longevity in urban plantings, urban soil properties, tree biomechanics (e.g. defects, structural failures, mitigation), tree maintenance (e.g. pruning, fertilizing, etc.), tree/pest interactions including control measures (e.g. influence of cultural practices on tree defenses) are important contemporary issues. Invasive species (e.g. Emerald Ash Borer, Asian Long Horned Beetle, *Phytophthora ramorum*), dendroremediation, rain garden, urban tree phenology and geospatial analysis of urban forests are at the cutting edge of research.

CATEGORY 4: Special Emphasis Areas

Priority: The address specific themes or needs recently identified by urban forestry community constituents.

Goal: Each year NUCFAC requests stakeholder input on the CCS grant program. The goal of this category is to respond to recent items of importance shared by stakeholders.

Descriptions:

A. Inventive Problem Solving. Innovate, as well as a practical examination of projects and activities that affect the management, investment, and public's perception of the urban forest. Projects that explore how activities that are ordinarily seen as outside of the urban forest and/or urban forestry actually have direct nexus to urban forest goals. **Examples include but are not limited to:** projects regarding the influence of urban forests on air quality, invasive species rapid response strategies, influence of climate change on urban tree phenology, genetic engineering of trees for urban environment, development of expert systems for urban tree health, dashboards for urban forest management, etc.

B. National and Regional Collaboration. Coalitions, multi-party collaboratives, and partnership projects that advance common objectives in support of urban forestry. Projects should be clear in focus, take place at a national or regional scale, and produce defined deliverables. Partners should have clear roles, make substantive and roughly equal contributions to the delivery of the project/program, and capitalize on each partner's strengths. **Examples include but are not limited to:** Regional collaboration between state conservation organizations to address common public policy or educational goals; Regional mayor or county executive leadership forums focused on advancing urban forest policy; National coalitions to advance public policy and education about urban forests; and Regional or National networks to develop grassroots capacity.

C. Replication and Transfer of Model Urban Forestry Programs. Across the country, there are many models of success at the local, regional, and national level. NUCFAC recognizes that the promotion, transfer and replication of these successful models have been greatly limited. In some cases, models, tools or resources were developed, but the transfer of

these tools was inadequately funded. We invite applicants to present the "super star" programs and projects that you think deserve wider replication or dissemination. Successful applicants will demonstrate the need for the proposed replication project and provide some history about the model or project that will be replicated or disseminated. **Examples include but are not limited to:** Revising, publishing, or distributing a film or book that continues to be in-demand; reproducing an educational poster or PSA that is successful in another state or region; disseminating an existing set of resources through a new marketing partner, such as a state extension service, professional association, retailer, or other entity. Duplicating a program model, training program, or event that has worked well in another region or city.

CATEGORY 5: Capacity Building

Priority: To strengthen formal and informal educational training opportunities for professionals and paraprofessionals in urban forestry and related disciplines to meet the growing demand for urban tree care professionals and workers.

Goal: To encourage and enhance workforce development in urban and community forestry and related disciplines.

Examples include but are not limited to: Projects that focus on development and implementation of continuing education and retraining opportunities for the current workforce in urban forestry through workshops, seminars, conferences, apprenticeships, on-line or distance education, guidebooks/ training manuals, teaching materials and Extension or other outreach publications; career fairs, camps, field days, service learning, internship programs and mentoring opportunities for targeted youth, college bound and currently enrolled students; curriculum development for undergraduate degrees in urban forestry as well as scholarships and assistantships in support of graduate education.

APPLICATION PROCEDURE

All application materials should be submitted on white 8.5" x 11" paper. **Please do not enclose pre-proposals in folders or binders** (staple in the top, left hand corner of each copy) and do not include unsolicited material as it will be removed and destroyed. Pre-proposals are restricted to a pre-proposal cover sheet (page 9) that includes a project summary not to exceed 100 words, a two-page (**single spaced, Times New Roman font, 12-point type, 1" margins**) narrative (see selection criteria on pages 6 and 7), plus a one-page budget (following sample budget format on page 8).

NOTE: Any narrative over two pages in length or not formatted as noted above will be returned without consideration.

To apply, send ten (10) copies to: Suzanne M. del Villar, Executive Assistant to NUCFAC
U.S. Forest Service
132 Moreno Avenue
P.O. Box 1003
Sugarloaf, CA 92386

****Note: To ensure delivery, include both the P.O. box number and the street address when addressing your package for shipment.***

PRE-PROPOSALS MUST BE RECEIVED (NOT POSTMARKED) BY 5:00 P.M. PACIFIC STANDARD TIME ON SEPTEMBER 6, 2006. *Pre-proposals received after September 6, 2006, will be returned without consideration.* Full proposals (if requested) must be received by 5:00 p.m. on December 5, 2006. ***No facsimiles or e-mail submissions will be accepted.***

NOTE: Refer to the enclosed "Application Procedure Check-Off List" (page 8) prior to submitting your pre-proposal. Any pre-proposal that does not meet all the application requirements will be returned without consideration.

SELECTION CRITERIA

Proposals will be evaluated on how well they address each of the following criteria and the priority of each category. Arrange your narrative to correspond with the numbered items listed below. Proposals that do not include all of the requested information will not score well in the evaluation process.

1. Scope and Applicability/Justification

Describe how your project addresses the intent of the category. Identify the project's objective(s). Identify your national target audience. Identify what specific types of other national organizations may benefit from your project (level of government, private business, non-profits, the green industry, and/or educational institutions) that can utilize your findings/product. Why should the project be done now?

2. Literature Review

Perform a literature search to ensure that the project is original and of direct benefit to the goal of the category. Be sure to include, but not limit to, previous Council grants in your search. Explain how your project is unique and how it differs from everything else pertaining to your topic area. Be specific.

3. Organization/Methodology

Describe the steps that will be performed to reach the desired goal(s). This includes, but is not limited to, the clarity of the proposal and effectiveness and efficiency of the project's methodology.

4. Product

Provide a detailed description of the deliverable product(s) and identify the recipients. How will they be disseminated? How many will be produced? Will there be a fee to receive a copy of the final product(s)? If so, what will the fee be? If not, how many will be provided free?

5. National Distribution/Technology Transfer of Your Findings

Every successful grant project should have a comprehensive plan to distribute the results to those who will benefit most from the findings. Ask yourself; "Does the distribution plan of your findings reach the target audience?" For example, if your project is on the psychological effects of trees on residents in nursing homes, how will you distribute your findings to nursing home developers and administrators across the country?

6. Project Evaluation

Describe how your project will increase the public's knowledge of the importance of urban and community forestry. What criteria will you use to judge the success of your project in regard to heightening the public's awareness of the importance of urban and community forestry?

7. Experience/Personnel/Adequacy of Resources

Describe the experience and training in the fields relating to the project and any other qualifications that pertain to the quality of the product. Provide past experience with similar projects. Are adequate resources (e.g., personnel, facilities, equipment, supplies, and time) available to carry out the project?

8. Budget and Funding

Be sure that costs are reasonable in relationship to the project's objective and scope. Use the Budget Sample (page 8) to create your budget sheet. ***NOTE: The Federal dollars requested may not be used to purchase trees, plant materials, equipment with a cost of \$5,000 or greater, or capital improvements to property of any ownership.*** Please confirm that your math is accurate.

NOTE REGARDING INDIRECT COSTS

Although indirect costs are allowable in Federal Financial Assistance Grants, the Council prefers that indirect costs are shared or covered by matching funds.

SAMPLE BUDGET

NOTE: The Federal dollars requested may not be used to purchase trees, plant materials, equipment with a cost of \$5,000 or greater, or capital improvements to property of any ownership.

Applicant: L&M Incorporated
 Project: Develop and distribute tree care information in Arabic
 Total Cost: \$20,000

| | Federal Funds (requested) | Non-federal Match Cash In-kind | | Total | Source of Matching Funds |
|-----------------------|------------------------------|--|-------|--------|---------------------------------------|
| Personnel* | | 3,000 | 1,200 | 4,200 | L&M Inc. |
| Brochure layout | 1,000 | 800 | 200 | 2,000 | XYZ Design |
| Printing costs** | 9,000 | 1,000 | | 10,000 | L&M Inc. |
| Distribution costs*** | | 1,800 | 2,000 | 3,800 | Green Foundation and local volunteers |
| Total Cost: | 10,000 | 6,600 | 3,400 | 20,000 | |
| | | Total Match = \$10,000 | | | |

*Personnel: 300 hours @ \$14 per hour = \$4,200

**Printing: 20,000 copies, 8-pages each, 4 colors

***Distribution: copies will be sent to federal and state urban forestry coordinators and will be available on request to all callers for at least one year from date of completion.

APPLICATION PROCEDURE CHECK-OFF LIST

- ☐ Is your pre-proposal:
 - ☐ In Times New Roman font?
 - ☐ In 12-point pitch?
 - ☐ In a format with empty 1-inch margins on the top and bottom of the document and in the left and right margins?
- ☐ Have you formatted your narrative to match the numbered Selection Criteria (pages 6 and 7)? Have you addressed all the criteria in your narrative and labeled each selection criteria accordingly?
- ☐ Does your budget reflect, as a minimum, a non-Federal match dollar-for-dollar?
- ☐ Does your budget follow the format of the sample budget (page 8)? **Did you check your math? Do the columns total down and across?**
- ☐ Does your pre-proposal contain the Pre-Proposal Cover Sheet (page 9), 2-page maximum narrative addressing all the Selection Criteria (pages 6 and 7), and a one-page budget using the format given in the Sample Budget (page 8)? **Do not attach unsolicited documentation to your pre-proposal as it will be removed and destroyed.**
- ☐ Did you staple each copy of your pre-proposal in the top, left-hand corner? **Do not enclose your pre-proposal in any bindings or folders.**
- ☐ Did you include ten copies of your pre-proposal?
- ☐ Have you arranged for the proper delivery service to ensure that your pre-proposal will be received (not postmarked) by 5:00 p.m. Pacific Standard Time on Wednesday, September 6, 2006?

NUCFAC use only. Do not write in this box.

Control Number: _____

NUCFAC 2007 Challenge Cost-Share Program Pre-Proposal Cover Sheet

CATEGORY: (Select only one)

1. ☐ Innovative Urban and Community Forestry for Minority and Underserved Populations
2. ☐ Advancing Emerging Issues: Green Infrastructure and Sustainable Urban Ecosystems
3. ☐ Innovative Urban and Community Forestry Research and/or Technology Development
4. ☐ Special Emphasis Areas
 - ☐ A. Inventive Problem Solving
 - ☐ B. National and Regional Collaboration
 - ☐ C. Replication and Transfer of Model Urban Forestry Programs
5. ☐ Building Collaboration

PROJECT TITLE: _____

NAME OF ORGANIZATION: _____

MAILING ADDRESS: _____

PROJECT CONTACT: _____

PROJECT CONTACT'S: PHONE NO. _____ FAX NO. _____
E-MAIL _____

Is this project being developed to reach a minority or underserved population? ☐ Yes ☐ No

Is this pre-proposal being submitted by a minority or underserved population
(owned/operated/directed) business, organization or college/university? ☐ Yes ☐ No

REQUESTED: \$_____ + MATCHING: \$_____ = TOTAL PROJECT: \$_____

Summarize the proposed project in 100 words or less.

REMINDER: Submit ten copies of your pre-proposal.